THE EVENING STAR
Washington, D. C., Saturday, October 24, 1964

GOP Civil Rights Ad Mailed Due to Error, Agency Says

AUSTIN, Tex. (AP)—A Dallas agency handling advertisements for Sen. Barry Goldwater, the Republican candidate for president, says a newspaper ad dealing with civil rights was canceled because the copy was distributed by mistake.

State campaign headquarters for President Johnson brought up the matter first. It provided newsmen copies of the advertisement and a telegram directing a newspaper to cancel it.

Captioned "LBJ's Civil Rights Bill and You," the ad carried pictures of a pleased Negro youth marked "hired" and of an unhappy white youth labeled "fired."

The telegram made public by Johnson campaigners went to the Seguin (Tex.) Enterprise. They said similar messages went to a number of weekly newspapers.

Withdrawal Acknowledged

A spokesman acknowledged that the Rominger agency in Dallas sent the advertising copy to Texas newspapers and then withdrew it.

"It was an error and it was not supposed to be mailed at all," said Elby E. Rominger, head of the agency.

The advertisement urged readers to vote for Goldwater and stated in part:

"Did you know that Lyndon Johnson's civil rights bill can get you fired from your job and give it to a person of another race? No matter what ability you have to do your job . . . or how much seniority you have on your job . . . You can lose your

This is a copy of the advertisement reportedly recalled by a firm handling Sen. Goldwater's campaign advertising.—AP Wirephoto.

job because of Johnson's civil rights bill. This is your last chance. Vote to put an end to racial favoritism . . . Vote to protect your job . . . Your family . . . Your home."

Advised Employers

At another point the advertisement advised:

"Employers read this: This is your last chance to save your freedom to run your own business as you choose."

Publisher Otha Grisham of the Seguin Enterprise said the canceled ad arrived in a package of three or four to be sold by the various newspapers to local GOP leaders.

"I have not refused any ads so far in this campaign but I sure would refuse that one," Grisham said. "It was in very poor taste."

The Seguin newspaper endorsed the Johnson ticket two weeks ago.

Among others who told of receiving the advertisement and telegrams withdrawing it were Allan Engleman, publisher of the Edinburg Daily Review, and L. G. Nicolai of national advertising for the Freedom Papers which include the Harlingen Morning Star, Valley Evening Monitor at McAllen and Brownsville Herald.

Democrat Makes Statement

William Hunter McLean, Texas chairman of the Johnson-Humphrey campaign, declared in a formal statement:

"It was an out and out racist advertisement and a strong indication of the trend of the Goldwater campaign."

McLean said this was the "newest cancelation" by Goldwater forces, a reference to a decision two days ago not to use a film, "Choice," on the NBC television network.

"Some parts of his campaign seem to cause Sen. Goldwater and fellow members of the Dean Burch Society second or third thoughts, all too late," McLean said.

Dean Burch is chairman of the Republican National Committee.

Clerical Error Blamed

Goldwater's state campaign headquarters said the advertisement was one that was considered and rejected as unsuitable, but which went out to newspapers through a clerical error.

A statement issued through the headquarters said:

"Neither Mr. McLean nor the public has seen either the film in question or the ad in a publication and can thus hardly be expected to make a sound judgment on either.

"They were two of the ideas that were considered and rejected as unsuited to our campaign. But if Mr. McLean wants to talk about racism, perhaps he will explain why Mr. Humphrey (Democratic vice presidential candidate Hubert Humphrey) charged Sen. Goldwater with being an integrationist in Texas and Georgia and a segregationist in the cities of the North. After the Democrats' nuclear horror films, the Republicans need no defense on any films they might come up with."

GOP Charge Denied

Tad Smith, state co-ordinator of the campaign for the Goldwater ticket, said Democrats had circulated letters criticizing Goldwater and suggested editorials for partisans to copy and mail to home town editors.

McLean said his staff "has made no such mailing."

Smith, in turn, handed newsmen seven pages of letters and editorials which he said were prepared for newspaper use and were exact copies of material circulated by the state Johnson-Humphrey headquarters.

He said this material "represents many vindictive, unsubstantiated smears that should never be set forth by a responsible campaign organization."